Job Aid: Public Information Staffing and Skills Checklist

Do you have systems and procedures for:	Yes	No
▪ Identifying staffing capabilities needed to maintain public information operations for 24 hours per day for at least several days? (Note: Staff may include regular full- and part-time staff as well as PIOs from other agencies or departments, disaster employees, volunteers, etc.)	☐	☐
▪ Establishing and maintaining agreements for acquiring or borrowing temporary staff? (Note: Such agreements may be mutual aid arrangements or Memorandums of Understanding.)	☐	☐
▪ Granting emergency authority to hire or call up temporary staff or those on loan from other organizations?	☐	☐
▪ Establishing and maintaining job descriptions and qualifications for individuals serving as your organization's Public Information Officer (PIO) and other roles during an incident?	☐	☐
▪ Assigning a staff member and at least one alternate the role and responsibilities of PIO?	☐	☐
▪ Determining if the assigned PIO(s) is qualified? Sample qualifications include: ▪ Experience and skills in providing general and emergency public information. ▪ Ability to represent your organization professionally (can articulate public information messages well when dealing with the media and the public, and can handle on-camera interviews). ▪ Written and technical communication skills (writing/editing, photography, graphics, and Internet/Web design proficiency). ▪ Management and supervision experience and skills needed to run a Joint Information Center (JIC).	☐	☐
▪ Establishing and maintaining a list of language translators available to assist with public information? (Note: Such network should include sign language interpreters and individuals capable of writing and speaking the non-English language(s) used by individuals in your jurisdiction.)	☐	☐
▪ Establishing and maintaining working relationships with PIO partners from other organizations that you might need to work with during an incident (e.g., PIOs from other jurisdictions, other government agencies/departments, nongovernmental organizations, and private entities)?	☐	☐
▪ Developing and maintaining working relationships with your local and regional media, and established procedures for providing information to those media entities effectively and efficiently during incidents?	☐	☐

Notes: